


Topic	Information
<b>Presenter Name</b>	Mark Kozak-Holland PhD, PMP, IPMA D, Cert. APM
<b>Series</b>	<div style="display: flex; align-items: center;">  <p style="font-style: italic;">This series uses relevant case studies to examine how historical projects and emerging technologies of the past solved complex problems. It then harvests the lessons learned on these past projects and applies them to today's projects.</p> </div>
<b>Presentation Title</b>	Innovation in Projects
<b>Summary Description of Presentation</b>	<p>Innovation is not always associated with project management but projects are one-time opportunities and unique endeavours. Sometimes they may be the only time for organizations to innovate as the opportunities may simply not exist after the project.</p> <p>This presentation is based on several case studies in innovation from the First Industrial Revolution primarily the Transcontinental Railroad but also the Ironbridge, and Stockton Darlington Railway. These case studies have rarely been associated with innovation (and projects) and this is what makes this presentation so unique. Through these case studies the presentation highlights the importance of innovation and why it needs to be considered in projects. The presentation follows the project event timelines to better understand the opportunities and decisions made that led to innovation, both in product and process.</p> <p>In this presentation you will understand what innovation is and why often it does not exist in a project at any levels. You will also see not only the different types of innovation but how a project can be set up to act as a catalyst for innovation. Through the case studies you will see the importance of innovation and how it needs to be carefully fostered to thrive. The case studies were all about challenging and difficult problems, sometimes close to insurmountable, that these projects faced. For example, the iconic U.S. megaproject was faced with harsh climatic and environmental conditions (mountains and deserts), serious labour shortages, and the rigors of a stupendous 18,000 mile supply chain. There was also a raging U.S. Civil War which actually played a very important role in the project that drove innovation and the evolution of technologies to provide needed solutions.</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div> <p>Important lessons are buried in these projects and this presentation will extract them and connect them to today's world. Innovation and innovative approaches were at the core of these projects.</p> <p>New insights emerge when dissecting historical projects through a project management lens, and Mark brings this to life in his analysis. You will walk away with new insights and curiosity to re-examine these project more closely for lessons. Paying attention to how historical projects and emerging technologies of the past solved complex problems of the day provides some very valuable insights into how to solve today's more challenging business problems.</p>

<p><b>Learning Objectives Purpose/Benefits</b></p>	<p>The presentation highlights the case study lessons to a business audience, and explains in layman's terms how to apply these lessons to a business. It shows how:</p> <ul style="list-style-type: none"> <li>• you can encourage and foster innovation in your projects</li> <li>• through leadership and governance you need to provide the necessary space for experimentation to solve problems</li> <li>• you can implement solutions and get these operational.</li> </ul> <p>The presentation summarizes all this into a set of best practices that you can carry forward into your current projects. Entertaining and full of intriguing historical details, the presentation helps business people see how innovation can work in projects.</p>
<p><b>Presenter Biography</b></p>	<p>This presentation is from the “Lessons from History” series. As the founder behind the series, Mark Kozak-Holland brings years of experience as a consultant who helps Fortune-500 companies formulate projects that leverage emerging technologies. Since 1983 he has been straddling the business and IT worlds making these projects happen. He is a PMP, certified business consultant, the author of several books, and a noted speaker. Mark has always been interested in tracing the evolution of technology and the 3 industrial revolutions of the last 300 years. Whilst recovering a failed Financial Services project he first used the Titanic analogy to explain to project executives why the project had failed. The project recovery was going to take 2 years and \$8m cost versus the original \$2m cost and 1 year duration.</p>  <p>As a historian, Mark seeks out the wisdom of the past to help others avoid repeating mistakes and to capture time-proven techniques. His lectures on the Titanic project have been very popular at gatherings of project managers and CIOs.</p>
<p><b>Presenter’s Authorship</b></p>	<p>The books from the <a href="http://www.lessons-from-history.com">www.lessons-from-history.com</a> series have been written for organizations applying today's business and technology techniques to common business problems. <i>Lessons from the past assist projects of today in shaping the world of tomorrow.</i> The series uses relevant historical case studies to examine how historical projects and emerging technologies of the past solved complex problems. It then draws comparisons to challenges encountered in today's projects. Mark has contributed to far reaching series of articles on Gantthead.com, DM Review, and PM Forum today. He has written several academic papers on historical project management. He defended his dissertation titled “The Relevance of Historical Project Lessons to Contemporary Business Practice” in November 2013 to complete his PhD. Mark’s book (<a href="http://www.mmpubs.com">http://www.mmpubs.com</a>) is titled “History of Project Management.” Mark can be contacted via his site <a href="http://www.lessons-from-history.com">www.lessons-from-history.com</a> or <a href="mailto:mark.kozak-holl@sympatico.ca">mark.kozak-holl@sympatico.ca</a></p>
<p><b>Presenter’s Educational Background</b></p>	<p>PhD from the Salford University Business School, UK (2014) B.Sc. with Joint Honours degree in Computer Science and Statistics 1980-1983 (University of Salford, UK).</p>
<p><b>Presenter’s Company Name</b></p>	<p>Lessons-from-History</p>